

# Exhibit G

## (previously filed as Dkt. 660-7)

UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF VIRGINIA  
ALEXANDRIA DIVISION

United States of America, *et al.*,

Plaintiffs,

v.

Google LLC,

Defendant.

Case No. 1:23-cv-00108-LMB-JFA

Hon. Leonie H. M. Brinkema

**EXPERT SUPPLEMENTAL REPORT OF ROBIN S. LEE, PHD**

**March 4, 2024**

Expert Supplemental Report of Robin S. Lee, PhD

## Appendix B. Additional figures

### B.1. US publisher ad server market shares

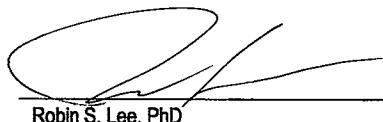
**Figure 6. Annual US publisher ad server impression shares (2018–2022)**

Publisher geography source	Publisher ad server	2018	2019	2020	2021	2022
Google AdX/OB crosswalk (Lee Initial Report)	Google	89.0%	86.7%	92.3%	90.7%	86.5%
	[REDACTED]	0.5%	0.8%	1.1%	1.1%	4.3%
	[REDACTED]	0.0%	0.0%	0.1%	0.1%	0.2%
	[REDACTED]		2.4%	1.1%	0.4%	0.1%
	[REDACTED]	2.4%	4.7%	2.8%	2.4%	2.8%
	[REDACTED]	2.5%	2.2%	1.2%	1.3%	0.8%
	[REDACTED]	5.7%	3.1%	1.5%	4.1%	5.3%
	Google	89.2%	87.0%	92.4%	90.8%	86.7%
Google AdX/OB crosswalk, supplemented by US GAM fees data	[REDACTED]	0.5%	0.8%	1.1%	1.1%	4.2%
	[REDACTED]	0.0%	0.0%	0.1%	0.1%	0.2%
	[REDACTED]		2.4%	1.1%	0.3%	0.1%
	[REDACTED]	2.3%	4.6%	2.7%	2.3%	2.8%
	[REDACTED]	2.5%	2.2%	1.2%	1.2%	0.8%
	[REDACTED]	5.5%	3.1%	1.5%	4.1%	5.2%

Source: Publisher ad server panel; Late-Produced US GAM fees data (GOOG-AT-MDL-DATA-000561425).

Notes: 1. Limited to open-web display impressions on mobile and desktop devices (includes house ads). US geography is based on publisher location. 2. The [REDACTED] data do not contain information on device type, transaction type, ad type, instream/outstream or mobile channel. Since the data do not allow me to identify [REDACTED] open-web display impressions, I conservatively include all [REDACTED] impressions. 3. Similarly, the [REDACTED] data does not distinguish between ad types. Therefore, I conservatively include all [REDACTED] ad types. 4. [REDACTED] data and [REDACTED] data do not distinguish between instream and outstream video ads, so I conservatively include all video impressions on in-market devices. 5. The [REDACTED] data do not distinguish between US and ROW publishers, so I conservatively include all [REDACTED] publishers. Geography information is unavailable for many of [REDACTED] impressions, so I conservatively include all of these impressions in the US share calculations. The [REDACTED] data groups US and Canadian publishers, so both countries are included in this figure. Geography information is unavailable for some publishers in the Google data. To be conservative, I consider all of these publishers to be non-US publishers. 6. Due to reported data issues, [REDACTED] data is missing in July 2022. [REDACTED] data is missing in May, July and November of 2018. [REDACTED] data is unavailable prior to May 2019. [REDACTED] is unavailable prior to April 2018. [REDACTED] data is missing in October 2018 and April 2022. In these instances, I annualize the third-party data to represent full years (except for [REDACTED] in 2018, where no months of the data are available).

Expert Supplemental Report of Robin S. Lee, PhD



Robin S. Lee, PhD

March 4, 2024

Date